

ORDER



Orders
Order / Rev: 683982
Alt Order #: 06145388
Product Desc: ISSUE
Estimate: 1194
Flight Dates: 10/16/12 - 10/22/12
Original Date / Rev: 10/02/12 / 10/02/12
Order Type: Political

KARE

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Great American Media/ POL
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave. NW, Ste. 800
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Democratic Congressional Campaign
Demographic: A35+
Product Codes: IS-Candidate/US House
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	103	\$110,500.00	\$93,925.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	103	\$110,500.00	\$93,925.00	0.00
Totals	103	\$110,500.00	\$93,925.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KARE	25%	\$110,500.00
Market	100%	\$442,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAWB	0%	\$0.00
KAWF	0%	\$0.00
KCCO	0%	\$0.00
KCCW	0%	\$0.00
KFTC	0%	\$0.00
KMSP	18%	\$79,560.00
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	1%	\$4,420.00
KSTP	16%	\$70,720.00
KTCA	0%	\$0.00
KTCI	0%	\$0.00
KWCM	0%	\$0.00
UNKWN	1%	\$4,420.00
WCCO	35%	\$154,700.00
WFTC	4%	\$17,680.00

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KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KARE	10/16/12	10/22/12	M-F 10-1035p KARE News 10p	CM	10-1035P	MTWTF--	:30	5	\$2,500.00	P-2	0.00	NM	5	\$12,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--					5	\$2,500.00		0.00			
N 2	KARE	10/16/12	10/22/12	Tonight Show Tonight Show	CM	1035pm-1135pm	MTWTF--	:30	10	\$650.00	P-2	0.00	NM	10	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--					10	\$650.00		0.00			
N 3	KARE	10/16/12	10/22/12	Days of Our Lives Days of Our Lives	CM	12-1p	M-WT---	:30	3	\$275.00	P-2	0.00	NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	M-WT---					3	\$275.00		0.00			
N 4	KARE	10/16/12	10/22/12	M-F 3-4p DR OZ	CM	3-4p	MTWTF--	:30	9	\$450.00	P-2	0.00	NM	9	\$4,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--					9	\$450.00		0.00			
N 5	KARE	10/16/12	10/22/12	M-F 4-430p KARE 11 4 News	CM	4-430P	MTWTF--	:30	5	\$300.00	P-2	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--					5	\$300.00		0.00			
N 6	KARE	10/16/12	10/22/12	M-F 430-5p Jeopardy	CM	430-5P	MTWTF--	:30	12	\$850.00	P-2	0.00	NM	12	\$10,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--					12	\$850.00		0.00			
N 7	KARE	10/16/12	10/22/12	M-F 5-530p KARE 11 5 News	CM	5-530p	MTWTF--	:30	5	\$1,200.00	P-2	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--					5	\$1,200.00		0.00			
N 8	KARE	10/16/12	10/22/12	M-F 6-630p KARE 11 6 News	CM	6-630p	MTWTF--	:30	5	\$1,200.00	P-2	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--					5	\$1,200.00		0.00			
N 9	KARE	10/16/12	10/22/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	MTWTF--	:30	6	\$750.00	P-2	0.00	NM	6	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--					6	\$750.00		0.00			
N 10	KARE	10/16/12	10/22/12	M-F 630-7p Entertainment Tonigh	CM	630pm-7pm	MTWTF--	:30	5	\$1,400.00	P-2	0.00	NM	5	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--					5	\$1,400.00		0.00			
N 11	KARE	10/16/12	10/22/12	Today Show Today Show	CM	7-9a	MTWTF--	:30	8	\$750.00	P-2	0.00	NM	8	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--					8	\$750.00		0.00			
N 12	KARE	10/16/12	10/22/12	M-F 9-10a TODAY	CM	9-10a	MTWTF--	:30	5	\$275.00	P-2	0.00	NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--					5	\$275.00		0.00			
N 13	KARE	10/22/12	10/22/12		CM	Mon Prime	M-----	:30	2	\$4,750.00	P-2	0.00	NM	2	\$9,500.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Mon Prime											
				THE VOICE	(6:58 PM-9:00 PM)										
				VOICE-NBC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	2		\$4,750.00		0.00						
N 14	KARE	10/20/12	10/20/12	KARE News 10p Sa	CM	10pm-1030pm	-----S-	:30	1	\$2,250.00	P-2	0.00	NM	1	\$2,250.00
				KARE News 10p Sa											
				KARE11NWS-10SA<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$2,250.00		0.00						
15	KARE	10/20/12	10/20/12	Saturday Night Live	CM	1030P-1202A	-----S-	:30	3	\$1,500.00	P-2	0.00	NM	3	\$4,500.00
				Saturday Night Live											
				SAT NITE LIVE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	3		\$1,500.00		0.00						
16	KARE	10/20/12	10/20/12	Notre Dame Football	CM	Various	-----S-	:30	3	\$500.00	P-2	0.00	NM	3	\$1,500.00
				Notre Dame Football	(2:28 PM-6:00 PM)										
				ND FOOTBALL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	3		\$500.00		0.00						
17	KARE	10/20/12	10/20/12	Sat 8-10a	CM	8-10a	-----S-	:30	6	\$700.00	P-2	0.00	NM	6	\$4,200.00
				KARE 11 Saturday											
				KARE11 NWS SAT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	6		\$700.00		0.00						
N 18	KARE	10/21/12	10/21/12	Post NFL Late News	CM	1030P-1105P	-----S	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
				Post NFL Late News											
				KARE11NWS-10<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	1		\$2,500.00		0.00						
19	KARE	10/21/12	10/21/12	Sun 5-530p	CM	5-530P	-----S	:30	3	\$900.00	P-2	0.00	NM	3	\$2,700.00
				KARE 11 5 News Su											
				KARE11WS-5											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	3		\$900.00		0.00						
N 20	KARE	10/21/12	10/21/12	NFL Regular Season Fo	CM	Various	-----S	:30	2	\$7,000.00	P-2	0.00	NM	2	\$14,000.00
				NFL Regular Season F	(7:15 PM-10:30 PM)										
				NFL SUN FOOTBALL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	2		\$7,000.00		0.00						
21	KARE	10/21/12	10/21/12	SUN TDY	CM	8-9a	-----S	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
				NBC Today Show (Su)											
				SUN TODAY-NBC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	3		\$300.00		0.00						
N 22	KARE	10/18/12	10/18/12	Thu Prime	CM	Thu Prime	---T---	:30	3	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
				AWAKE	(9:00 PM-10:00 PM)										
				AWAKE-NBC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	3		\$2,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KARE	10/15/12-10/21/12		Thu Prime	Thu Prime		(9:00 PM-10:00 PM)	---Th----	:30	(\$2,000.00)		0.00	NM		
Credited															
2	KARE	10/15/12-10/21/12		Thu Prime	Thu Prime		(9:00 PM-10:00 PM)	---Th----	:30	\$2,000.00		0.00	NM		
3	KARE	10/15/12-10/21/12		Thu Prime	Thu Prime		(9:00 PM-10:00 PM)	---Th----	:30	(\$2,000.00)		0.00	NM		
Credited															
													Totals	103	\$110,500.00